

## CLAIMS:

1. A method of embedding a watermark in a signal comprises:  
    checking a signal to be watermarked for a two-part watermark, a first part of  
    which comprises a first identifier portion and a second part of which comprises a first  
    information portion;

5                   on finding said two-part watermark, the method includes identifying the first  
    identifier portion and selecting a different identifier portion from a set of identifier portions  
    and combining the different identifier portion with an information portion of the watermark  
    to be embedded; and

10                   on finding no two-part watermark, the method includes selecting an identifier  
    portion from the set of identifier portions and combining the identifier portion with the  
    information portion of the watermark to be embedded;

                         the identifier and information portions are then combined to produce the  
    watermark for embedding.

15 2.                   A method as claimed in claim 1, in which the information portion includes a  
    payload of the watermark, having information or instructional content of the watermark.

3.                   A method as claimed in either claim 1 or claim 2, in which the identifier  
    portions are substantially orthogonal to one another.

20 4.                   A method as claimed in any preceding claim, in which the identifier portions  
    in the set of identifier portions are chosen to be orthogonal/non-interfering with each other.

5.                   A method as claimed in any preceding claim, which includes checking for  
25                   more than one two-part watermark.

6.                   A method as claimed in any preceding claim, which is operable to embed  
    multiple two-part watermarks.

7. A method as claimed in any preceding claim, in which the set of identifier portions is in the form of a list, the first unused identifier portion in the list being used for combination with the information portion of the watermark to be embedded.

5 8. A method as claimed in claim 7, in which the watermark includes a label portion, which indicates the next identifier portion that should be used.

9. A method as claimed in any preceding claim, in which the identifier portions are carriers, and the information portions are used to modulate the identifier portions.

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10. A method of detecting a watermark in a signal comprises:  
    checking a signal of interest for at least one two-part watermark, a first part of each watermark comprising an identifier portion and at least one corresponding information portion;

15        checking the or each identifier portion for correspondence with an identifier portion in a set of known identifier portions;  
    extracting each identifier portion corresponding to a member of the set to give its corresponding information portion, to thereby allow use of the information portion.

20 11. A watermark embedder operable to perform the method of any one of claims 1 to 9.

12. A watermark detector operable to perform the method of claim 10.

25 13. A recordable medium carrying data having a watermark embedded accorded to the method of any one of claims 1 to 9.